This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A system for web-based virtual advertising, comprising:

a web server contained within a first computer and having a first vector graphics image and a web page containing a link to the first image;

an ad server contained within a second computer and ~~operably coupled to the web server by a network and~~ having a second vector graphics image;

a client contained within a third computer and adapted to receive the web page from the web server and to receive the first and second images from the web server and the ad server, respectively; and

an editor adapted to operate within the client for ~~overlay~~ overlaying a portion of the first image with the second image to produce a modified version of the first image.

2. (Original) The system as recited in claim 1, wherein the first image, second image or both the first and second images are scalable vector graphic images.

3. (Currently Amended) ~~The system as recited in claim 1,~~ A system for web-based virtual advertising, comprising:

an ad server contained within a second computer and having a second vector graphics image;

a web server contained within a first computer and having a first vector graphics image and a web page containing a link to the first image, wherein the web server is adapted to ~~receives~~ receive the second image from the ad server~~, and wherein the~~;

an editor adapted to ~~operates~~ operate within the web server to overlay a portion of the first image with the second image to produce a modified version of the first image; and

a client contained within a third computer and adapted to receive the web page and the modified version of the first image from the web server.

4. (Currently Amended) ~~The system as recited in claim 1,~~ A system for web-based virtual advertising, comprising:

a web server contained within a first computer and having a first vector graphics image and a web page containing a link to the first image;

an ad server contained within a second computer and having a second vector graphics image, wherein the ad server is adapted to ~~receives~~ receive the first image from the web server; ~~and wherein the;~~

an editor adapted to ~~operates~~ operate within the ad server to overlay a portion of the first image with the second image to produce a modified version of the first image; and

a client contained within a third computer and adapted to receive the web page from the web server and the modified version of the first image from the ad server.

5. (Canceled)

6. (Original) The system as recited in claim 1, wherein the first and second images are represented as first and second files containing instructions in a vector graphic programming language.

7. (Original) The system as recited in claim 6, wherein overlaying a portion of the first image with the second image further comprises inserting instructions from the second file into the first file.

8. (Original) The system as recited in claim 1, wherein the client operates a web browser and is coupled via the Internet to the web server and the ad server.

9. (Original) The system as recited in claim 1, further comprising a database in the ad server, such that the database associates the second image with the first image.

10. (Original) The system as recited in claim 9, wherein the database specifies the location and size of the portion of the first image to be overwritten by the second image.

11. (Currently Amended) The system as recited in claim 10, wherein the location and size of the portion of the first ~~SVG~~ image to be overwritten by the second ~~SVG~~ image are determined by a computer program.

12. (Original) The system as recited in claim 1, wherein the web server and ad server are computer program execution units adapted to transmit, receive and process data stored in a carrier medium adapted for transmission therebetween.

13. (Previously Presented) A method for web-based virtual advertising, comprising:

requesting a web page from a first computer containing a link to a first vector graphics image;

overlaying a portion of the first image with a second vector graphics image obtained from a second computer, coupled to the first computer by a network, to obtain a modified first image; and

displaying the modified first image upon a client computer coupled to the first and second computers by the network.

14. (Original) The method as recited in claim 13, wherein the first image, second image or both the first and second images are scalable vector graphic images.

15. (Original) The method as recited in claim 13, wherein the first and second images are represented as first and second files containing instructions in a vector graphic programming language.

16. (Original) The method as recited in claim 15, wherein said overlaying comprises using an editor to insert instructions from the second file into the first file.

17. (Original) The method as recited in claim 16, wherein said overlaying comprises operating the editor within the first computer to overlay a portion of the first image with the second image.

18. (Original) The method as recited in claim 16, wherein said overlaying comprises operating the editor within the second computer to overlay a portion of the first image with the second image.

19. (Previously Presented) The method as recited in claim 16, wherein said overlaying comprises operating the editor within the client operably linked to the first computer and the second computer to overlay a portion of the first image with the second image.

20. - 25. (Canceled)

26. (New) The system as recited in claim 3, further comprising a database in the ad server, such that the database associates the second image with the first image.

27. (New) The system as recited in claim 26, wherein the database specifies the location and size of the portion of the first image to be overwritten by the second image.

C\ 28. (New) The system as recited in claim 27, wherein the location and size of the portion of the first image to be overwritten by the second image are determined by a computer program.

29. (New) The system as recited in claim 4, further comprising a database in the ad server, such that the database associates the second image with the first image.

30. (New) The system as recited in claim 29, wherein the database specifies the location and size of the portion of the first image to be overwritten by the second image.

31. (New) The system as recited in claim 30, wherein the location and size of the portion of the first image to be overwritten by the second image are determined by a computer program.